Wisconsin Energy Prices

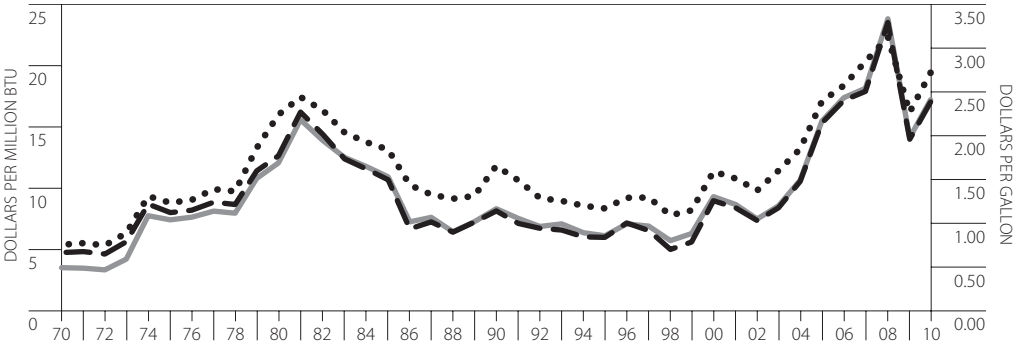
RESIDENTIAL

COMMERCIAL

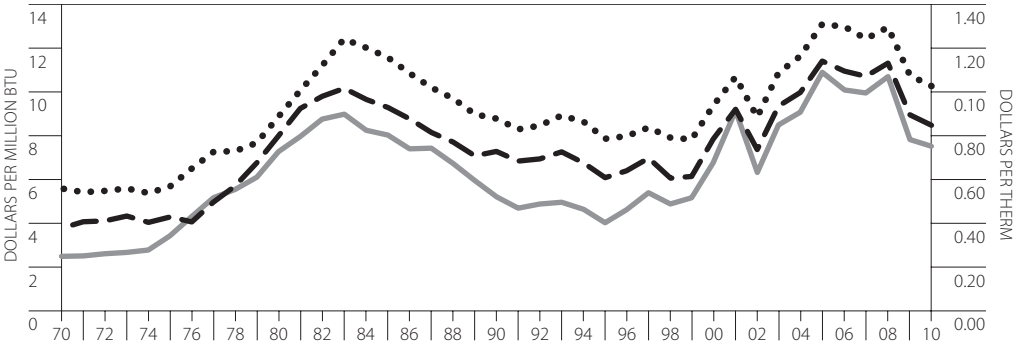
INDUSTRIAL

Historical prices can be presented in two ways—the current or nominal price, which was gathered during that year. The real or constant price which uses Gross Domestic Product price deflator for inflation. In other words, actual prices are adjusted to be comparable to 2010 prices, in "real" terms, with the effects of inflation removed. All prices are reported in current or nominal terms unless noted explicitly as being real, constant or adjusted.

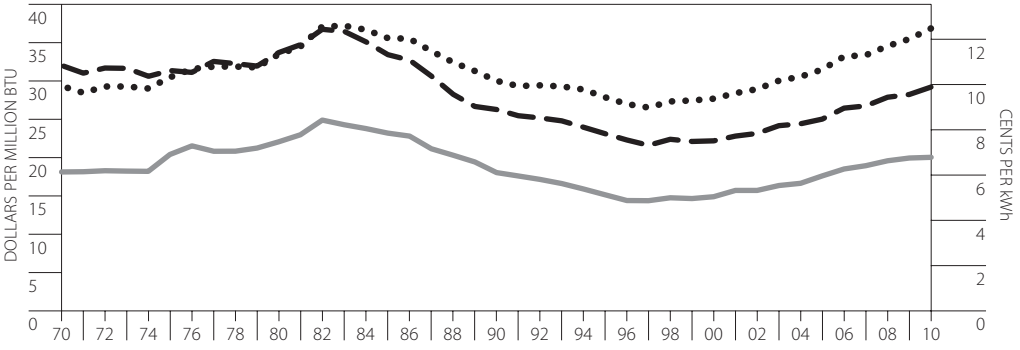
1970-2010 DISTILLATE PRICES (2010 DOLLARS)



1970-2010 NATURAL GAS PRICES (2010 DOLLARS)



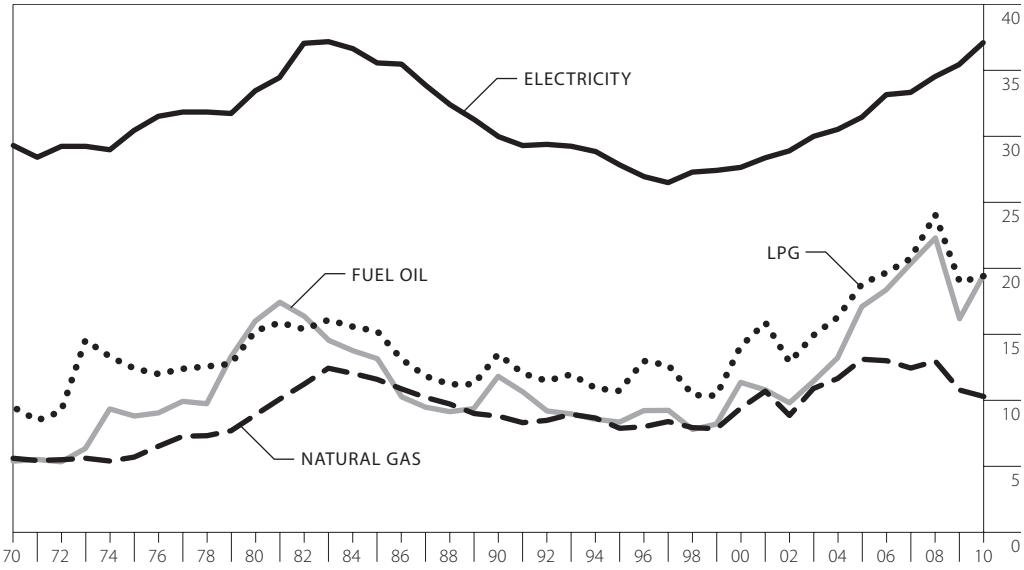
1970-2010 ELECTRICITY PRICES (2010 DOLLARS)



Source: Wisconsin State Energy Office.

Wisconsin Residential Energy Prices, by Type of Fuel

1970-2010 DOLLARS PER MILLION BTU (2010 DOLLARS)



1970-2010 DOLLARS PER MILLION BTU

	Current Dollars				2010 Dollars[a]			
Year	Fuel Oil	LPG	Natural Gas	Electricity	Fuel Oil	LPG	Natural Gas	Electricity
1970	1.17	2.07	1.22	6.42	5.34	9.44	5.56	29.26
1975	2.65	3.74	1.71	9.20	8.76	12.36	5.65	30.40
1980	6.87	6.55	3.81	14.39	15.96	15.21	8.85	33.41
1985	7.28	8.43	6.41	19.72	13.11	15.18	11.54	35.51
1990	7.65	8.75	5.70	19.48	11.75	13.44	8.75	29.93
1995	6.10	7.84	5.76	20.42	8.30	10.66	7.83	27.78
2000	9.03	11.22	7.48	22.06	11.30	14.04	9.36	27.60
2005	15.37	16.92	11.77	28.30	17.06	18.77	13.06	31.41
2006	17.04	18.26	12.04	30.79	18.33	19.63	12.95	33.11
2007	19.43	19.80	11.86	31.85	20.30	20.69	12.39	33.28
2008	21.73	23.43	12.63	33.72	22.21	23.95	12.91	34.47
2009[r]	15.87	18.69	10.61	34.98	16.05	18.90	10.73	35.39
2010[p]	**19.40**	**19.36**	**10.24**	**37.06**	**19.40**	**19.36**	**10.24**	**37.06**

a 2010 dollar values computed with Gross National Product Implicit Price Deflator. See the table on price indices at the end of the Pricing chapter.

p Preliminary estimates.

r Revised.

Source: U.S. Department of Energy, *State Btu Unit Price Data Base*, unpublished (May 1981); Wisconsin State Energy Office, periodic telephone surveys of fuel oil and LP gas distributors (2001-2010); American Gas Association, *Gas Facts* (1971-2001); Edison Electric Institute, *Statistical Year Book* (1971-2003); Public Service Commission of Wisconsin, PSC AF 2 (2001-2009); U.S. Department of Energy/Energy Information Administration, Natural Gas Annual [DOE/EIA-0131(12)] (March 2012); U.S. Department of Energy/Energy Information Administration, Electric Power Monthly [DOE/EIA-0226 (2012/02)] (February 2012).

REAL PRICE
IN 2010 DOLLARS
FUEL OIL
20.9%
LPG
2.5%
ELECTRICITY
4.7%

In 2010, residential energy real prices (2010 dollars) increased for fuel oil (20.9 percent), liquefied petroleum gas (LPG) (2.5 percent) and electricity (4.7 percent).

REAL PRICE
IN 2010 DOLLARS
NATURAL GAS
4.6%

Natural gas prices decreased by 4.6 percent from 2009. The last four columns in the table below show the prices after adjusting for inflation.

In 2010 dollars, natural gas prices have decreased by 21.6 percent over the 2005 peak price of $13.06/MMBtu. The 2010 electric prices continue a trend of increasing prices since 1998.

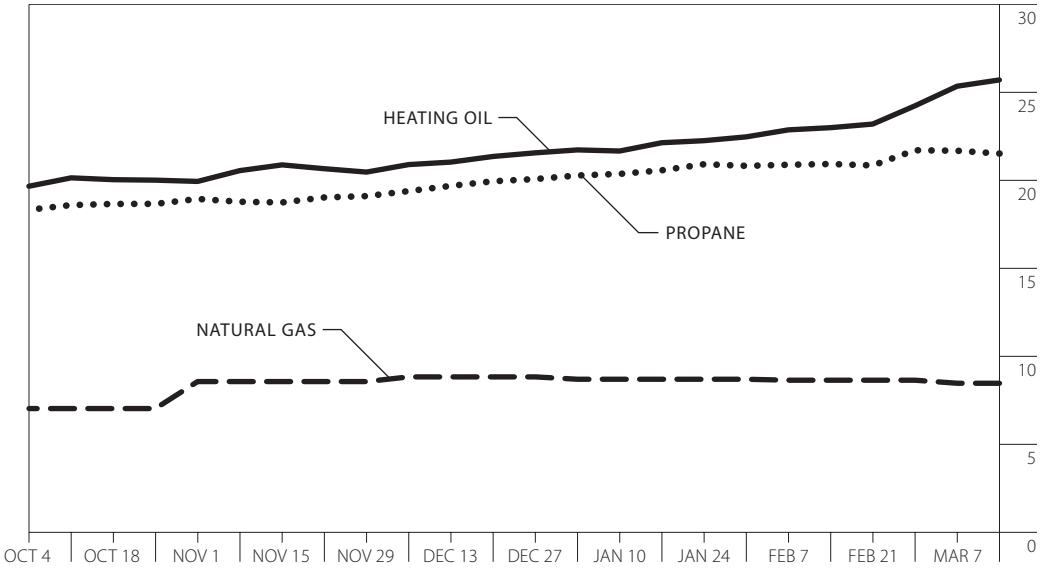
Wisconsin Residential Energy Prices, by Type of Fuel, Winter Heating Season

For the 2010-2011 winter heating season, heating oil peaked at the end of the season in March, propane prices peaked at the end of February, while natural gas prices peaked in December.

Natural gas pricing data presented here are different from other data in this book due to difference in data source and duration of the average. Heating Oil and LP data are from a weekly survey of federally-identified fuel wholesalers and retailers; data elsewhere in the book are derived from Public Service Commission utility data and the federal Energy Information Administration.

Most prices in the book are for the entire calendar year, while this is for the heating season (October – March).

2010-2011 DOLLARS PER MILLION BTU



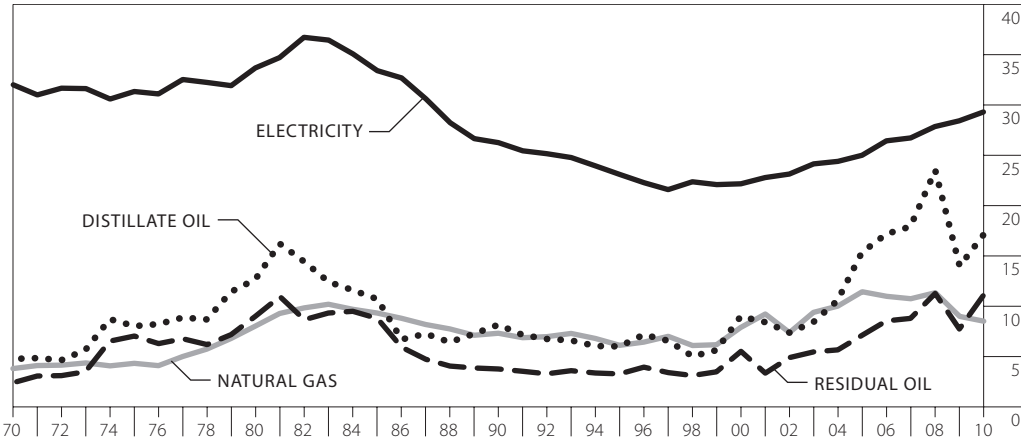
2010-2011 DOLLARS PER GALLON AND DOLLARS PER MILLION BTU

Date 2010-2011	Heating Oil		Propane		Natural Gas
	$/Gallon	$/MMBtu	$/Gallon	$/MMBtu	$/MMBtu
Oct. 4, 2010	2.72	19.63	1.75	18.29	6.99
Oct. 18, 2010	2.77	20.00	1.78	18.62	6.99
Nov. 1, 2010	2.76	19.90	1.80	18.91	8.53
Nov. 15, 2010	2.89	20.84	1.79	18.71	8.53
Nov. 29, 2010	2.83	20.43	1.82	19.07	8.53
Dec. 13, 2010	2.91	21.00	1.88	19.65	8.79
Dec. 27, 2010	2.99	21.52	1.91	20.03	8.79
Jan. 10, 2011	3.00	21.63	1.94	20.33	8.66
Jan. 24, 2011	3.08	22.22	1.99	20.88	8.66
Feb. 7, 2011	3.17	22.83	1.99	20.85	8.61
Feb. 21, 2011	3.21	23.16	1.99	20.81	8.61
Mar. 7, 2011	3.51	25.31	2.07	21.64	8.43
Average Price for the Heating Season	**3.01**	**21.70**	**1.90**	**19.90**	**8.35**

Source: Telephone survey of energy retailers conducted by the Office of Energy Independence throughout the winter heating season, starting October 4, 2010 and ending March 14, 2011; Wisconsin Natural Gas utility websites and public pricing information (2010-2011).

Wisconsin Commercial Energy Prices, by Type of Fuel

1970-2010 DOLLARS PER MILLION BTU (2010 DOLLARS)



1970-2010 DOLLARS PER MILLION BTU

Year	Current Dollars				2010 Dollars[a]			
	Distillate Oil	Residual Oil[b]	Natural Gas	Electricity	Distillate Oil	Residual Oil[b]	Natural Gas	Electricity
1970[r]	1.03	0.51	0.82	7.00	4.70	2.33	3.74	31.94
1975	2.41	2.11	1.29	9.46	7.96	6.97	4.26	31.27
1980	5.43	3.85	3.43	14.47	12.61	8.94	7.97	33.62
1982	7.17	4.29	4.88	18.31	14.35	8.59	9.77	36.65
1985[r]	5.91	4.85	5.14	18.52	10.65	8.73	9.26	33.35
1990[r]	5.26	2.41	4.72	17.05	8.09	3.70	7.25	26.19
1995	4.37	2.36	4.45	16.94	5.94	3.21	6.05	23.03
2000[r]	7.13	4.34	6.26	17.67	8.92	5.43	7.83	22.10
2005	13.77	6.35	10.24	22.47	15.29	7.05	11.37	24.94
2006[r]	15.92	7.88	10.16	24.52	17.12	8.48	10.92	26.37
2007	17.10	8.36	10.22	25.52	17.86	8.73	10.68	26.66
2008[r]	22.79	10.93	11.03	27.19	23.30	11.17	11.27	27.79
2009[r]	13.68	7.53	8.83	28.04	13.84	7.62	8.93	28.36
2010[p]	**17.01**	**11.00**	**8.45**	**29.24**	**17.01**	**11.00**	**8.45**	**29.24**

a 2010 dollar values computed with Gross National Product Implicit Price Deflator. See the table on price indices at the end of the Pricing chapter.

b Beginning in 2009, the Residual Fuel Oil (RFO) price is for the Petroleum Administration Defense District (PADD) II. The PADD II includes 15 Midwestern states including Wisconsin. State-specific pricing data for RFO is withheld or not available according to publishing policies used by the Energy Information Administration (EIA).

p Preliminary estimates.

r Revised.

Source: U.S. Department of Energy, "State Btu Unit Price Data Base", unpublished (May 1981); *Petroleum Marketing Monthly*, (January 1985 - March 2008), and unpublished analysis of Wisconsin residual oil prices (1985-2006); American Gas Association, *Gas Facts* (1971-2001); Edison Electric Institute, Statistical Year Book (1971-2001); U.S. Department of Energy, *Electric Sales and Revenue 1993-1997* [DOE/EIA-0540 (97)] (December 1999); *Electric Power Monthly* [DOE/EIA-0226 (03/10)] (March 2010); *Natural Gas Annual*, (1994-2012) [DOE/EIA-0131(12)] (March 2012); *Natural Gas Monthly*, (1994-2012) [DOE/EIA-0130(2010/04)] (April 2010); *Petroleum Marketing Annual* (2007-2012) [DOE/EIA-0487 (2009-2010)] (August 2010), Tables 35 and 38; Oil Daily/ Daily Oil and Gas Price Review, by subscription (2008-2009).

REAL PRICE
IN 2010 DOLLARS
DISTILLATE OIL
22.9%
RESIDUAL OIL
44.4%
ELECTRICITY
3.1%

In 2010, the real price of all fuels (in 2010 dollars) except natural gas increased: distillate oil (22.9 percent), residual oil (44.4 percent) and electricity (3.1 percent).

REAL PRICE
IN 2010 DOLLARS
NATURAL GAS
5.4%

The real price of natural gas decreased by 5.4 percent. Electricity, the major energy expense in the commercial sector, is 20.2 percent lower than its 1982 peak price, adjusted for inflation.

Wisconsin Industrial Energy Prices, by Type of Fuel

REAL PRICE
IN 2010 DOLLARS
DISTILLATE OIL
23.0%
RESIDUAL OIL
44.4%
ELECTRICITY
0.6%

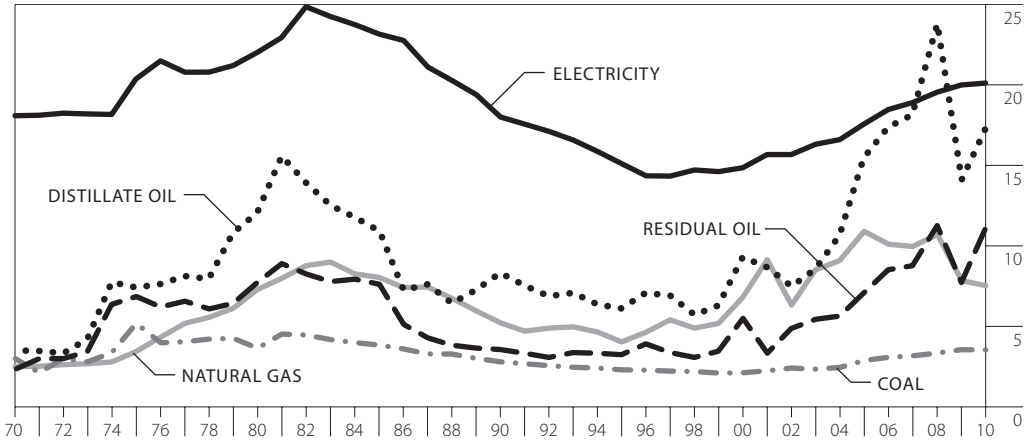
In 2010, the real prices of all industrial fuels, except coal and natural gas, increased. The price for distillate oil, residual oil and electricity increased by 23.0, 44.4 and 0.6 percent respectively.

REAL PRICE
IN 2010 DOLLARS
COAL
0.3%
NATURAL GAS
4.0%

Coal decreased by 0.3 percent, and natural gas by 4.0 percent, over 2009.

The real price of coal and electricity are 21.9 and 19.1 percent lower than their respective 1981 and 1982 price peaks, adjusted for inflation.

1970-2010 DOLLARS PER MILLION BTU (2010 DOLLARS)



1970-2010 DOLLARS PER MILLION BTU

	Current Dollars					2010 Dollars[a]				
Year	Distillate Oil	Residual Oil[b]	Natural Gas	Coal	Electricity	Distillate Oil	Residual Oil[b]	Natural Gas	Coal	Electricity
1970[r]	0.76	0.50	0.54	0.65	3.96	3.47	2.28	2.46	2.96	18.04
1975	2.23	2.06	1.03	1.55	6.15	7.37	6.81	3.40	5.12	20.33
1980	5.18	3.31	3.12	1.55	9.46	12.03	7.69	7.25	3.60	21.98
1981	7.30	4.17	3.74	2.11	10.78	15.50	8.85	7.94	4.48	22.90
1982	6.92	4.10	4.36	2.21	12.39	13.85	8.21	8.73	4.42	24.80
1985[r]	6.05	4.21	4.44	2.11	12.83	10.89	7.58	8.00	3.80	23.11
1990[r]	5.39	2.29	3.37	1.80	11.69	8.27	3.52	5.18	2.76	17.96
1995	4.46	2.35	2.93	1.66	11.08	6.07	3.20	3.99	2.26	15.06
2000[r]	7.39	4.34	5.40	1.66	11.84	9.25	5.43	6.75	2.08	14.81
2005	13.92	6.35	9.78	2.56	15.79	15.45	7.05	10.85	2.84	17.53
2006	16.13	7.88	9.36	2.83	17.14	17.34	8.48	10.06	3.04	18.43
2007	17.33	8.36	9.49	3.00	18.05	18.11	8.73	9.92	3.13	18.86
2008[r]	23.09	10.93	10.42	3.23	19.07	23.60	11.17	10.65	3.30	19.50
2009[r]	13.82	7.53	7.71	3.47	19.72	13.97	7.62	7.80	3.51	19.95
2010[p]	**17.20**	**11.00**	**7.49**	**3.50**	**20.07**	**17.20**	**11.00**	**7.49**	**3.50**	**20.07**

a 2010 dollar values computed with Gross National Product Implicit Price Deflator. See the table on price indices at the end of the Pricing chapter.

b Beginning in 2009, the Residual Fuel Oil (RFO) price is for the Petroleum Administration Defense District (PADD) II. The PADD II includes 15 midwestern states including Wisconsin. State-specific pricing data for RFO is withheld or not available according to publishing policies used by the Energy Information Administration (EIA).

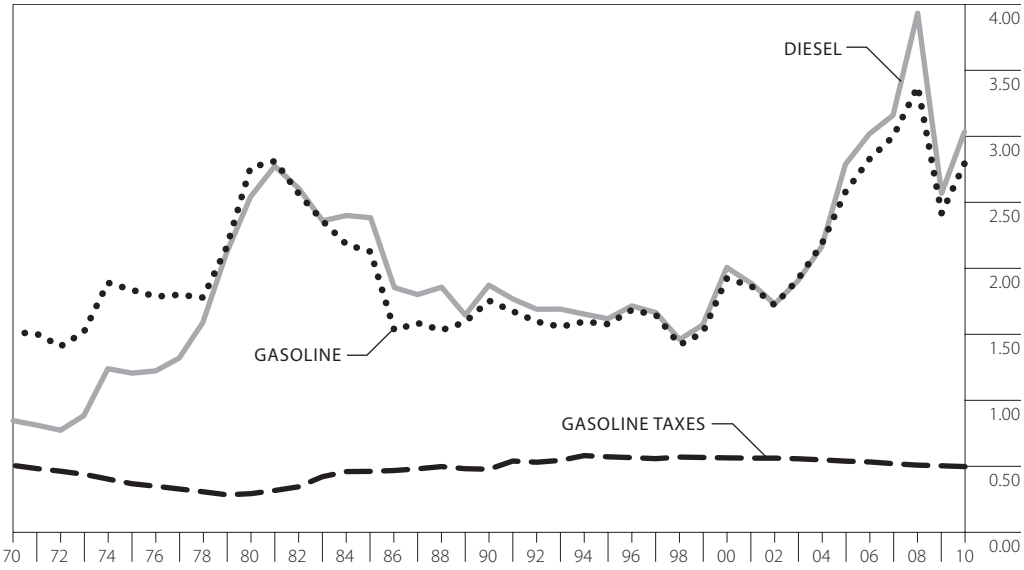
p Preliminary estimates.

r Revised.

Source: U.S. Department of Energy, "State Btu Unit Price Data Base", unpublished (May 1981); *State Energy Consumption, Price and Expenditure Report 1960-2008* http://www.eia.doe.gov/emeu/states/_seds.html, (June 2010); *Petroleum Marketing Monthly* (January 1985-March 2012); *Quarterly Coal Report*, Table 27 [DOE/EIA-0121], http://www.eia.doe.gov/cneaf/coal/quarterly/qcr.pdf; *Natural Gas Annual*, (1994-2012) [DOE/EIA-0131(12)] (March 2012); and *Natural Gas Monthly*, (1994-2012) [DOE/EIA-0130]; *Petroleum Marketing Annual* (2007-2012) [DOE/EIA-0487], Tables 35 and 38; Oil Daily/Daily Oil and Gas Price Review, by subscription (2008-2009).

Wisconsin Motor Gasoline and Diesel Fuel Retail Prices, by Grade and Type of Service

1970-2010 DOLLARS PER GALLON (2010 DOLLARS)



1970-2010 DOLLARS PER GALLON

Year	Current Dollars				2010 Dollars		
	Regular Unleaded Gasoline (Self-Service)[a]	Regular Reformulated Gasoline	Diesel Fuel[b]	Federal and State Taxes on Gasoline[c]	Regular Unleaded Gasoline (Self-Service)[a]	Diesel Fuel[b]	Federal and State Taxes on Gasoline[c]
1970	0.332		0.185	0.110	1.512	0.841	0.502
1975	0.554		0.363	0.110	1.831	1.201	0.363
1980	1.188		1.093	0.124	2.759	2.538	0.288
1985	1.178		1.321	0.254	2.122	2.379	0.457
1990	1.139		1.215	0.308	1.749	1.866	0.473
1995	1.156	1.181	1.186	0.417	1.572	1.613	0.567
2000	1.532	1.556	1.598	0.447	1.917	1.999	0.559
2005	2.321	2.338	2.510	0.481	2.576	2.786	0.534
2006	2.626	2.639	2.804	0.491	2.823	3.015	0.528
2007	2.867	2.849	3.021	0.493	2.995	3.157	0.515
2008	3.289	3.085	3.821	0.493	3.362	3.905	0.504
2009	2.374	2.384	2.518	0.493	2.401	2.547	0.499
2010	**2.791**	**2.784**	**3.032**	**0.493**	**2.791**	**3.032**	**0.493**

a Since 1991, more than 99 percent of the gasoline sold in Wisconsin has been unleaded. The price is for full service gasoline until 1979 when the price is changed to represent self-service gasoline.

b From 1970 to 1988, the price is the full service price. Beginning in 1989 the price is the self-service price.

c A state petroleum inspection fee is also charged. In 2010, this fee was 3 cents per gallon.

d Nonattainment Areas are a designation of the federal Environmental Protection Agency. See http://dnr.wi.gov/air/aq/ozone/nonattainment.htm for additional information.

Source: Wisconsin Division of the American Automobile Association, *Fuel Gauge Report*.

REAL PRICE
IN 2010 DOLLARS
GASOLINE
16.2%
FROM 2009

The real price of gasoline in 2010 was 16.2 percent higher than in 2009. Real gas prices in 2008 were the highest on record since data for this book were compiled in 1970. The real price of diesel fuel increased by 19.0 percent since 2009.

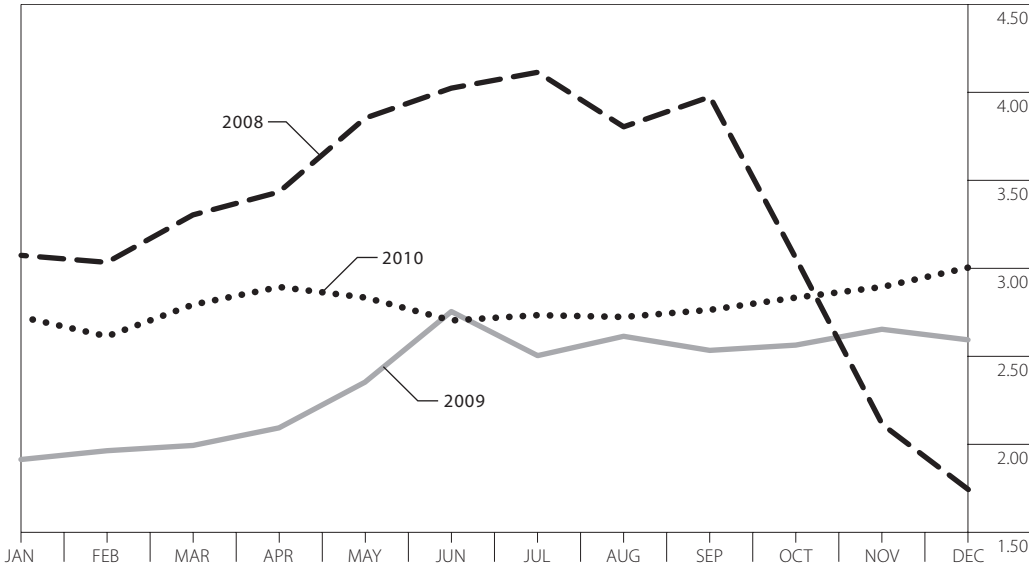
Starting on January 1, 1995, only reformulated gasoline could be sold in Wisconsin's Nonattainment Area—10 eastern and southeastern Wisconsin counties[d]—in order to improve air quality.

Wisconsin Retail and Wholesale Self-Service Unleaded Motor Gasoline Prices, by Month

2010 WHOLESALE PRICE UNLEADED GASOLINE 23.0%

The retail and wholesale prices are for unleaded, regular grade gasoline. The wholesale price of unleaded gasoline (before taxes and retail mark-up) increased 23.0 percent in 2010, while the statewide retail price increased 17.6 percent.

2008-2010 DOLLARS PER GALLON – RETAIL



2008-2010 DOLLARS PER GALLON

	2008		2009		2010	
Month	Retail[a]	Wholesale[b]	Retail[a]	Wholesale[b]	Retail[a]	Wholesale[b]
January	3.073	2.424	1.907	1.342	2.720	2.093
February	3.025	2.425	1.958	1.356	2.613	2.056
March	3.298	2.624	1.991	1.418	2.793	2.220
April	3.432	2.856	2.093	1.479	2.894	2.336
May	3.850	3.167	2.351	1.812	2.829	2.201
June	4.017	3.356	2.747	2.098	2.705	2.157
July	4.112	3.304	2.496	1.921	2.731	2.147
August	3.798	3.118	2.611	2.027	2.724	2.127
September	3.965	3.062	2.533	1.888	2.763	2.116
October	3.048	2.189	2.558	2.002	2.825	2.236
November	2.114	1.409	2.651	2.042	2.894	2.244
December	1.741	1.134	2.593	2.029	3.004	2.397
Average	**3.289**	**2.589**	**2.374**	**1.785**	**2.791**	**2.194**

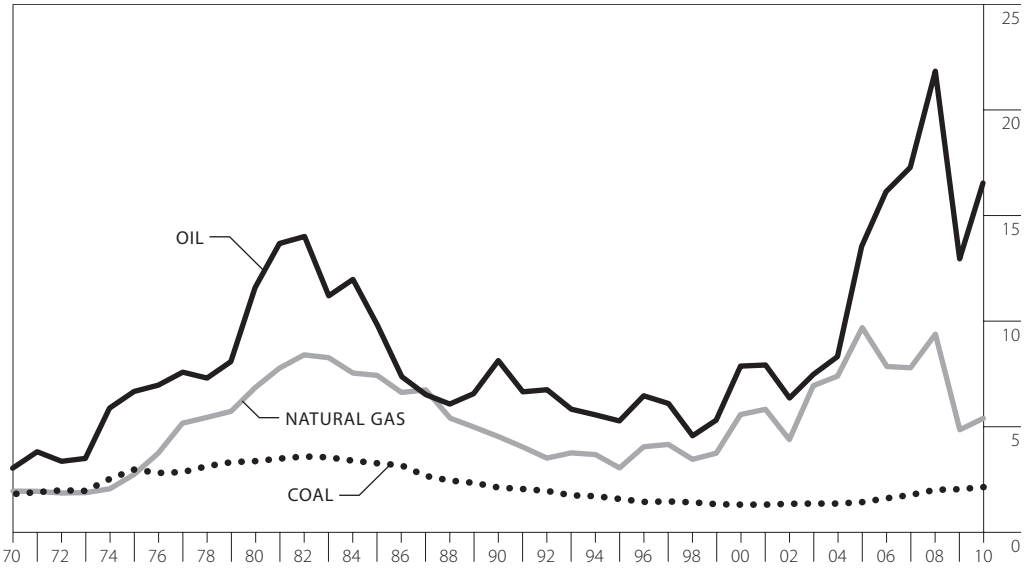
a The retail and wholesale prices are for a blend of regular, unleaded conventional and reformulated gasolines.

b The wholesale price refers to the delivered dealer tank wagon price.

Source: U. S. Department of Energy, Energy Information Administration, *Petroleum Marketing Annual* 1993-2012, Table 29. http://www.eia.doe.gov/oil_gas/petroleum/data_publications/petroleum_marketing_annual/pma.html; Wisconsin Division of the American Automobile Association, *Fuel Gauge Report* (1993-2010).

Wisconsin Electric Utility Average Costs of Fuel

1970-2010 DOLLARS PER MILLION BTU (2010 DOLLARS)



REAL COST IN 2010 DOLLARS

COAL **4.8%**

NATURAL GAS **11.5%**

OIL **29.2%**

In 2010, the real (2010 dollars) cost of all electric utility fuels increased. Coal cost increased by 4.8 percent, natural gas by 11.5 percent, and oil by 29.2 percent. Adjusted for inflation, coal prices are 40.8 percent down from their peak in 1982, also the peak year for oil prices. Natural gas prices peaked in 2008. Coal remained the lowest cost electric utility fossil fuel.

1970-2010 DOLLARS PER MILLION BTU

	Current Dollars[b,c]			2010 Dollars[a]		
Year	Oil	Natural Gas	Coal	Oil	Natural Gas	Coal
1970[r]	0.66	0.42	0.39	3.01	1.92	1.78
1975	2.01	0.82	0.89	6.64	2.71	2.94
1980	4.98	2.94	1.44	11.57	6.83	3.34
1982	6.98	4.18	1.78	13.97	8.37	3.56
1985	5.43	4.11	1.80	9.78	7.40	3.24
1990	5.26	2.93	1.36	8.08	4.50	2.09
1995	3.85	2.21	1.14	5.24	3.01	1.55
2000	6.27	4.44	1.02	7.84	5.55	1.28
2005	12.19	8.68	1.26	13.53	9.63	1.40
2006	14.98	7.27	1.47	16.11	7.82	1.58
2007	16.52	7.43	1.67	17.26	7.76	1.74
2008	21.20	9.11	1.94	21.67	9.31	1.98
2009[r]	12.65	4.76	1.99	12.80	4.81	2.01
2010[p]	**16.53**	**5.37**	**2.11**	**16.53**	**5.37**	**2.11**

a 2010 dollar values computed with Gross National Product Implicit Price Deflator. See the table on price indices at the end of the Pricing chapter.

b Beginning in 1988, the U.S. DOE data source has been used.

c Beginning in 1990, Statistical Yearbook natural gas data has been used.

p Preliminary estimates.

r Revised.

Source: Edison Electric Institute, *Statistical Yearbook* (1971-1996); American Gas Association, *Gas Facts* (1971-1990); U.S. Department of Energy, Energy Information Administration, *Electric Power Annual*, 1990-2000, [DOE/EIA-0348(2000)/1] (August 2001); *Electric Power Monthly*, Table 4.10B, 4.11B, and 4.13B [DOE/EIA-0226(2011/03) (March 2011)] www.eia.gov/cneaf/electricity/epm/epm_sum.html

Wisconsin Electric Utility Coal Costs and Sulfur Content of Coal, by Utility Plant

WISCONSIN UTILITY COAL HAS 63% LESS SULFUR AND COSTS 4.7% LESS IN CENTS PER MMBTU THAN THE AVERAGE COAL USED IN THE U.S.

Wisconsin utility coal has 63 percent less sulfur and costs 4.7 percent less, in cents per MMBtu, than the average coal used in the United States. Wisconsin utilities have been very successful in meeting and maintaining the 1993 goals of Wisconsin's acid rain control law through increased use of low sulfur coal. In 2010, the average Wisconsin coal cost, in cents per million Btu, increased 10.74 percent, while sulphur content decreased 2.63 percent.

2010

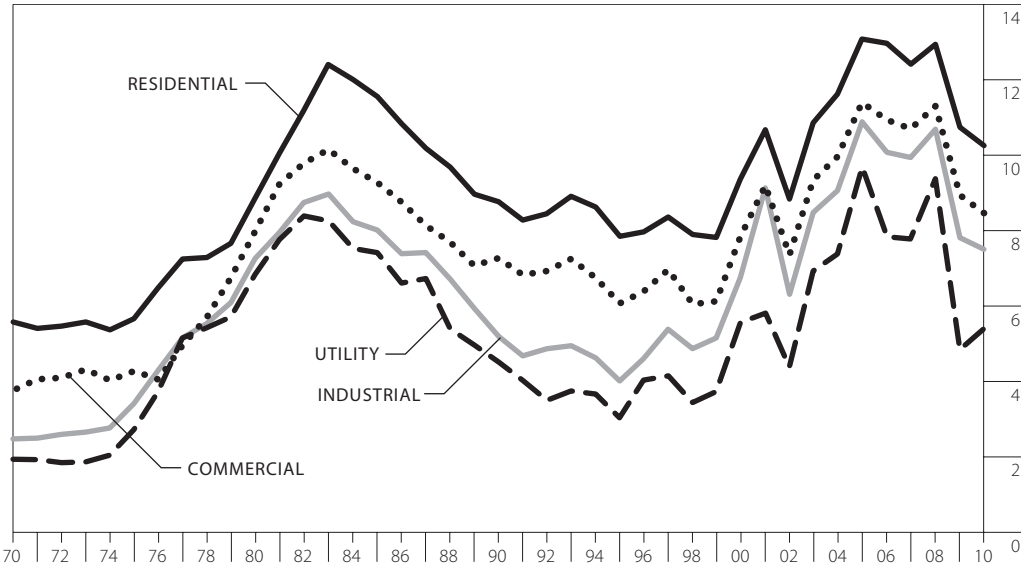
Plant	Consumption Thousand Tons	Average Btu Per Pound	Average Cents Per Million Btu	Average Dollars Per Ton	Average Percent Sulfur[a]
Dairyland Power Cooperative	2,381	9,061	242.7	47.62	0.58%
Alma - Madgett	1,441	8,951	243.4	43.58	0.53%
Genoa 3	940	9,222	291.7	53.81	0.65%
Madison Gas and Electric Co.	9	14,104	96.5	27.21	1.42%
Blount Street	9	14,104	96.5	27.21	1.42%
Manitowoc Public Utilities	149	13,558	164.2	44.52	1.41%
Manitowoc	149	13,558	164.2	44.52	1.41%
Northern States Power Co.	63	8,677	390.7	67.81	0.19%
Bay Front	63	8,677	390.7	67.81	0.19%
Wisconsin Electric Power Co.	9,882	9,032	222.9	40.27	0.36%
Elm Road	449	12,981	277.4	72.02	1.95%
Oak Creek	2,761	8,727	245.7	42.88	0.20%
Pleasant Prairie	4,730	8,346	166.7	27.82	0.32%
Presque Isle	1,461	9,761	241.9	47.22	0.27%
Valley	481	11,637	417.5	97.16	0.46%
Wisconsin Power and Light Co.	7,736	8,552	195.2	33.39	0.32%
Columbia	4,544	8,426	162.9	27.45	0.34%
Edgewater	2,571	8,461	242.0	40.95	0.28%
Nelson Dewey	621	9,853	231.2	45.56	0.31%
Wisconsin Public Service Corp.	4,804	8,663	213.0	36.91	0.35%
Pulliam	946	8,670	218.8	37.94	0.27%
Weston	3,858	8,661	211.6	36.65	0.37%
Wisconsin	**25,024**	**8,844**	**216.5**	**38.29**	**0.37%**
United States	**721,431**	**9,976**	**227.2**	**45.33**	**1.00%**

a Percent by weight.

Source: U.S. Department of Energy, EIA, *Electric Power Monthly*, [DOE/EIA-0226(2010/03)] (March 2010), Tables 2.5 and 4.2, http://www.eia.doe.gov/cneaf/electricity/epm/epm_sum.html; Annual reports of Wisconsin electric generating utilities (2009), http://psc.wi.gov/apps/annlreport/default.aspx; Dairyland Power Cooperative, Rural Utility Service (RUS) report for 2009 (April 2010).

Wisconsin Natural Gas Prices, by Economic Sector

1970-2010 DOLLARS PER MILLION BTU (2010 DOLLARS)



IN 2010
NATURAL GAS PRICES DECREASED IN
ALL SECTORS
EXCEPT UTILITY

In 2010, natural gas prices decreased in all sectors except utility. On average, the price decreased 5.18 percent.

1970-2010 DOLLARS PER MILLION BTU

	Current Dollars					2010 Dollars				
Year	Residential	Commercial	Industrial	Utility	Average	Residential	Commercial	Industrial	Utility	Average
1970[r]	1.22	0.82	0.54	0.42	0.79	5.56	3.74	2.46	1.92	3.60
1975	1.71	1.29	1.03	0.82	1.30	5.65	4.26	3.40	2.71	4.30
1980	3.81	3.43	3.12	2.94	3.43	8.85	7.97	7.25	6.83	7.97
1985	6.41	5.14	4.44	4.11	5.37	11.54	9.26	8.00	7.40	9.67
1990	5.70	4.72	3.37	2.93	4.55	8.75	7.25	5.18	4.50	6.99
1995	5.76	4.45	2.93	2.21	4.30	7.83	6.05	3.99	3.01	5.85
2000[r]	7.48	6.26	5.40	4.44	6.27	9.36	7.83	6.75	5.55	7.84
2001[r]	8.69	7.48	7.40	4.73	7.71	10.63	9.15	9.06	5.79	9.43
2002	7.29	6.06	5.18	3.60	6.07	8.78	7.30	6.24	4.33	7.31
2003[r]	9.21	7.92	7.18	5.87	8.00	10.85	9.33	8.47	6.92	9.43
2004[r]	10.12	8.68	7.89	6.43	8.76	11.61	9.95	9.05	7.37	10.05
2005	11.77	10.24	9.78	8.68	10.37	13.06	11.37	10.85	9.63	11.51
2006	12.04	10.16	9.36	7.27	10.19	12.95	10.92	10.06	7.82	10.96
2007	11.86	10.22	9.49	7.43	10.17	12.39	10.68	9.92	7.76	10.63
2008	12.63	11.03	10.42	9.11	11.22	12.91	11.27	10.65	9.31	11.47
2009[r]	10.61	8.83	7.71	4.76	8.69	10.73	8.93	7.80	4.81	8.79
2010[p]	**10.24**	**8.45**	**7.49**	**5.37**	**8.24**	**10.24**	**8.45**	**7.49**	**5.37**	**8.24**

p Preliminary estimates.
r Revised.
Source: Tables in this publication.

Wisconsin Natural Gas Prices, by Public Service Commission of Wisconsin Sector

AVERAGE PRICE OF NATURAL GAS 4.2%

The prices of utility gas for all customer classes decreased in 2010. The average price of natural gas in 2010 decreased by 4.2 percent from 2009. Prices for commercial and industrial gas do not include the price of transport gas but represent the cost of gas purchased directly from the utility.

1970-2010 DOLLARS PER MILLION BTU

	Residential		Commercial and Industrial			
Year	General	Space Heating	Firm	Interruptible	Space Heating	Average
1970	1.55	1.18	0.73	0.49	0.92	0.81
1975	2.13	1.68	1.16	1.00	1.40	1.31
1980	4.34	3.77	3.22	3.07	3.49	3.44
1985	7.53	6.36	4.98	4.23	5.28	5.36
1990	6.78	5.67	4.28	3.00	4.49	4.85
1995	7.01	5.77	4.14	2.47	4.63	4.72
1996	7.00	5.95	4.26	3.30	4.75	5.08
1997	7.47	6.39	4.68	3.63	5.17	5.56
1998	7.48	6.08	4.16	3.15	4.74	5.25
1999	7.61	6.10	4.93	2.84	4.71	5.33
2000	8.86	7.48	7.32	4.63	6.05	6.78
2001	10.01	8.63	7.11	5.17	7.27	7.86
2002	8.79	7.29	6.19	3.91	5.92	6.50
2003	10.09	9.14	8.00	5.59	7.75	8.37
2004	11.20	10.03	8.80	6.94	8.56	9.27
2005	13.34	11.70	11.24	8.92	10.18	10.83
2006	13.71	11.95	10.44	8.17	10.09	10.97
2007	13.57	11.79	9.64	7.96	10.12	10.86
2008	14.35	12.57	10.69	9.27	10.95	11.76
2009	11.94	10.55	7.90	5.87	8.78	9.64
2010p	**11.85**	**10.20**	**7.98**	**5.69**	**8.32**	**9.24**

p Preliminary estimates.

Source: Public Service Commission of Wisconsin, Accounts and Finance Division, *Statistics of Wisconsin Public Utilities*, Bulletin #8 (1971-1993), and from form PSC-AF 2 (1994-2010).

Wisconsin Electricity Prices, by Economic Sector

1970-2010 CENTS PER kWh

	Public Service Commission of Wisconsin Sectors				Energy Information Administration[c]			
Year	Residential	Commercial & Industrial	Rural[a]	Average[b]	Residential	Commercial	Industrial	Average[b]
1970	2.13	1.69	2.41	1.89	2.19	2.39	1.35	1.91
1975	3.22	2.60	3.42	2.85	3.14	3.23	2.10	2.80
1980	4.80	3.91	4.80	4.24	4.91	4.94	3.23	4.31
1985	6.70	5.15	6.38	5.67	6.73	6.32	4.38	5.75
1990	6.55	4.68	6.29	5.27	6.65	5.82	3.99	5.38
1995	6.91	4.55	6.61	5.27	6.97	5.78	3.78	5.36
1996	6.81	4.43	6.40	5.15	6.88	5.68	3.66	5.25
1997	6.81	4.40	6.27	5.11	6.88	5.60	3.72	5.22
1998	7.16	4.61	6.42	5.35	7.17	5.87	3.86	5.44
1999	7.31	4.69	6.56	5.46	7.31	5.88	3.89	5.53
2000	7.55	4.83	6.84	5.65	7.53	6.03	4.04	5.71
2001	7.93	5.18	7.23	6.01	7.90	6.34	4.36	6.08
2002	8.19	5.34	7.59	6.26	8.18	6.54	4.43	6.28
2003	8.73	5.63	8.27	6.60	8.67	6.97	4.71	6.64
2004	9.11	5.84	8.73	6.81	9.07	7.24	4.93	6.88
2005	9.72	6.36	9.23	7.38	9.66	7.67	5.39	7.48
2006	10.57	7.01	10.22	8.08	10.51	8.37	5.85	8.13
2007	10.90	7.30	10.56	8.38	10.87	8.71	6.16	8.48
2008[r]	11.56	7.67	10.90	8.84	11.51	9.28	6.51	9.00
2009[r]	11.92	8.03	11.04	9.24	11.94	9.57	6.73	9.38
2010[p]	**12.67**	**8.30**	**12.10**	**9.66**	**12.65**	**9.98**	**6.85**	**9.78**

IN 2010
ELECTRICITY INCREASED IN
ALL SECTORS

Electricity prices increased across all sectors in 2010. The Public Service Commission of Wisconsin and the federal Department of Energy, Energy Information Administration (EIA) both report electricity prices for Wisconsin economic sectors. Because of differences in sector definitions, accounting methods and inclusion of cooperative utilities, their prices do not match.

a Rural, as listed by utilities.

b Utilities' average revenue per kWh.

c Historically, these data were from the Edison Electric Institute which began using U.S. Department of Energy electricity prices from the Energy Information Administration (EIA) in 1996.

p Preliminary estimates.

r Denotes year where numbers have been revised based on cited data sources.

Source: Public Service Commission of Wisconsin, Accounts and Finance Division, *Statistics of Wisconsin Public Utilities*, Bulletin #8 (1971-1994); Edison Electric Institute, *Statistical Yearbook* (1971-1996); U.S. Department of Energy, Energy Information Administration, *Electric Sales and Revenue* 1993-2000 [DOE/EIA-0540 (2000)] (November 2001), and *Electric Power Monthly*, Table 5.6.B, [DOE/EIA-0226 (2011/03)] (March 2011).
www.eia.doe.gov/cneaf/electricity/epm/epm_sum.html

Average Utility Electricity and Natural Gas Prices, by Economic Sector, for Selected Midwestern States

WISCONSIN'S AVERAGE ELECTRICITY PRICE WAS 0.5% LESS THAN THE NATIONAL AVERAGE BUT 2nd HIGHEST IN THE MIDWEST

In 2010, Wisconsin's average electricity price was 0.5 percent less than the national average but the second highest in the Midwest. Wisconsin's residential and industrial electricity prices were higher than the national averages for the same sectors by 9.6 and 1.2 percent respectively.

Michigan and Ohio lead the Midwest with the highest City Gate natural gas prices which are 14.4 and 11.2 percent above the national average.

2010 ELECTRICITY (CENTS PER kWh)

State	Average	Residential	Commercial	Industrial
Wisconsin	**9.78**	**12.65**	**9.98**	**6.85**
Illinois	9.13	11.52	8.88	6.82
Indiana	7.67	9.56	8.38	5.87
Iowa	7.66	10.42	7.91	5.36
Michigan	9.88	12.46	9.81	7.08
Minnesota	8.41	10.59	8.38	6.29
Ohio	9.83	11.54	10.19	6.77
U.S. Average	**9.88**	**11.58**	**10.26**	**6.79**

2010 NATURAL GAS (DOLLARS PER 1,000 CUBIC FEET)

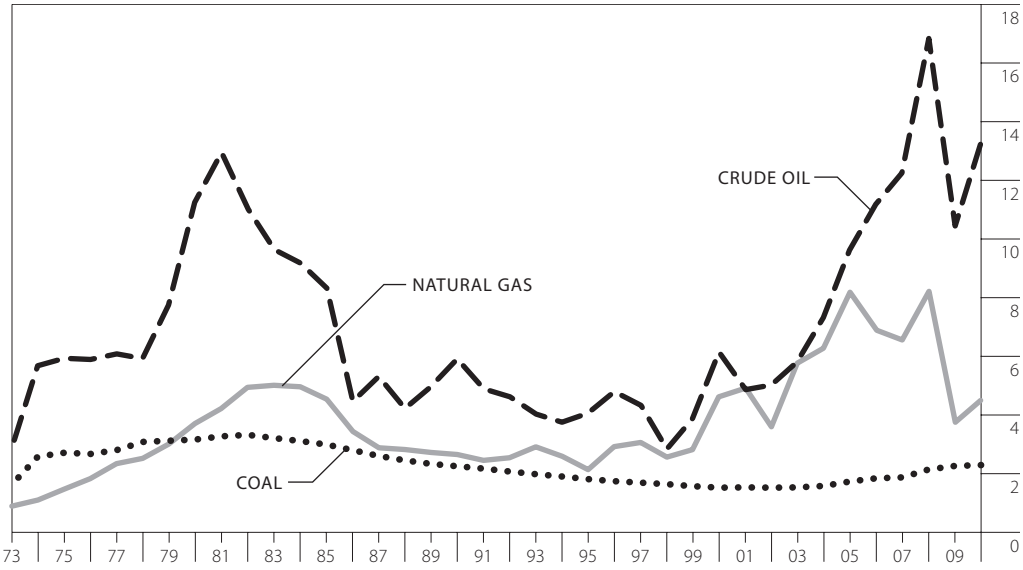
State	City Gate[a]	Residential	Commercial	Industrial
Wisconsin	**6.14**	**10.34**	**8.53**	**7.56**
Illinois	5.52	9.39	8.76	7.13
Indiana	5.52	8.62	7.54	5.65
Iowa	5.69	9.57	7.81	6.1
Michigan	7.07	11.32	8.95	9.25
Minnesota	5.48	8.76	7.6	5.58
Ohio	6.87	11.13	9.25	7.4
U.S. Average	**6.18**	**11.39**	**9.47**	**5.49**

a City Gate is the point where a pipeline or distribution company delivers natural gas to the natural gas utility serving the city and the surrounding area.

Source: U.S. Department of Energy, EIA, *Electric Power Monthly*, Table 5.6.B [DOE/EIA-0226 (2012/02)] (February 2012) www.eia.doe.gov/cneaf/electricity/epm/epm_sum.html and *Natural Gas Monthly*, Tables 17, 18, 19 and 20 [DOE/EIA-0130 (2012/02)] (February 2012) http://www.eia.doe.gov/pub/oil_gas/natural_gas/data_publications/natural_gas_monthly/historical/2010/2010_02/ngm_2010_02.html

U.S. Energy Prices

1973-2010 DOLLARS PER MILLION BTU (2010 DOLLARS)



REAL COST IN 2010 DOLLARS

CRUDE OIL **27.9%**

NATURAL GAS **20.7%**

COAL **1.5%**

In 2010, the real (2010 dollars) cost of oil and gas increased[d]—27.9 percent for crude oil and 20.7 percent for natural gas. The cost of coal increased by 1.5 percent.

1973-2010 DOLLARS PER MILLION BTU

Year	Current Dollars				2010 Dollars		
	Crude Oil Refiners Cost[a] $/Barrel	Crude Oil Refiners Cost $/MMBtu	Natural Gas Wellhead[b] $/MMBtu	Coal Utility Cost[c] $/MMBtu	Crude Oil Refiners Cost $/MMBtu	Natural Gas Wellhead $/MMBtu	Coal Utility Cost $/MMBtu
1973	4.15	0.72	0.22	0.41	2.82	0.87	1.60
1975	10.38	1.79	0.44	0.81	5.91	1.45	2.69
1980	28.07	4.84	1.59	1.35	11.24	3.69	3.14
1985	26.75	4.61	2.51	1.65	8.31	4.52	2.97
1990	22.22	3.83	1.71	1.46	5.88	2.63	2.23
1995	17.23	2.97	1.55	1.32	4.04	2.11	1.79
2000	28.26	4.87	3.68	1.20	6.10	4.60	1.50
2005	50.24	8.66	7.33	1.54	9.61	8.14	1.71
2010[p]	**76.69**	**13.22**	**4.48**	**2.27**	**13.22**	**4.48**	**2.27**

COST OF CRUDE OIL 116.9% SINCE 2000

Since 2000, the cost of crude oil has increased by 116.9 percent.

a Refiners cost of crude oil is the composite price for domestic and imported crude oil. Most of this crude oil is purchased under contract as opposed to the spot market.

b U.S. DOE natural gas price information is reported in dollars per 1,000 cubic feet. This table assumes: (1) 5.8 MMBtu per one barrel of crude oil, and (2) 1,000 cubic feet = 1 MMBtu.

c Includes cost of delivery to utilities.

d Assumes 5.8 MMBtu/barrel.

p Preliminary estimates.

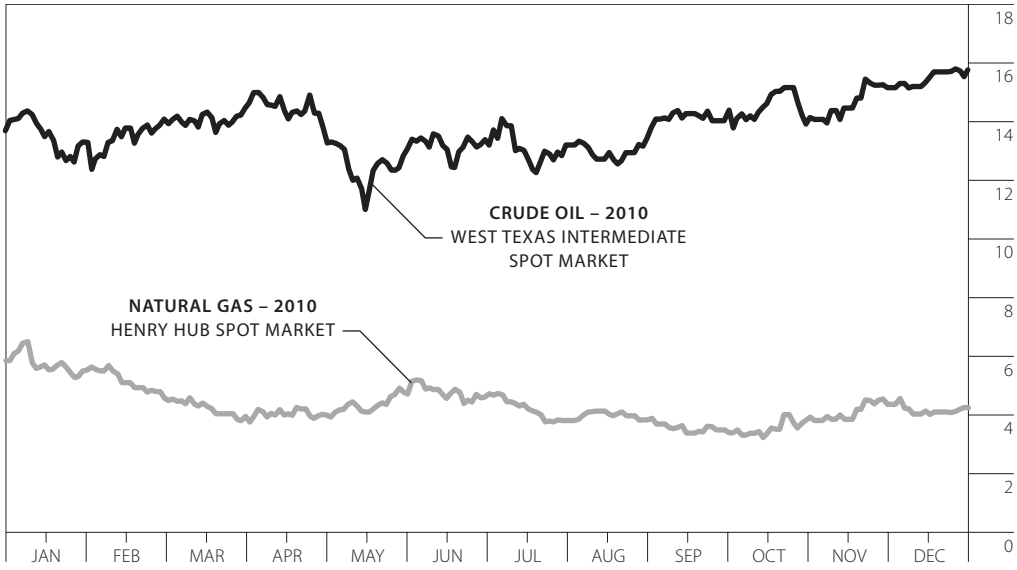
Source: U.S. Department of Energy, Energy Information Administration, *Monthly Energy Review* Tables 9.1, 9.10 and 9.11 [DOE/EIA-0035(2012/05)] (May 2012); www.eia.doe.gov/total energy/data/monthly/

U.S. Spot Market Prices of Crude Oil & Natural Gas

WEST TEXAS INTERMEDIATE
26.1%
HENRY HUB
10.4%

In 2010, the average West Texas Intermediate crude oil spot market price increased 26.1 percent, while the Henry Hub[b] spot market price of natural gas increased 10.4 percent.

2010 DOLLARS PER MILLION BTU (2010 DOLLARS)[a]



2007-2010 DOLLARS PER MILLION BTU

	Crude Oil West Texas Intermediate				Natural Gas Henry Hub			
Month	2007	2008	2009	2010	2007	2008	2009	2010
Jan.	9.39	16.03	7.19	13.62	6.54	7.99	5.24	5.81
Feb.	10.22	16.44	6.74	13.21	8.03	8.54	4.51	5.12
Mar.	10.41	18.18	8.27	13.96	7.11	9.42	3.96	4.33
Apr.	11.04	19.41	8.56	14.52	7.60	10.18	3.49	4.03
May	10.93	21.62	10.18	12.88	7.64	11.27	3.83	4.10
Jun.	11.61	23.09	12.01	12.97	7.35	12.69	3.80	4.76
Jul.	12.77	23.01	11.06	13.12	6.22	11.09	3.38	4.61
Aug.	12.47	20.12	12.25	13.04	6.23	8.26	3.14	4.20
Sep.	13.77	17.91	11.97	12.95	6.07	7.63	2.99	3.93
Oct.	14.76	13.22	13.05	14.11	6.73	6.74	4.01	3.48
Nov.	16.30	9.90	13.48	14.49	7.11	6.68	3.70	3.75
Dec.	15.74	7.14	12.82	15.40	7.14	5.86	5.30	4.22
Average $/MMBtu	**12.45**	**17.17**	**10.63**	**13.69**	**6.98**	**8.86**	**3.95**	**4.36**
Average $/Barrel	**72.21**	**99.60**	**61.66**	**79.39**				

a Graph is plotted with daily 2010 data.

b Henry Hub is a natural gas pipeline hub in Louisiana.

Source: Oil Daily, electronically received data (2006-2008); WTI information also from http://www.eia.gov/dnav/pet/pet_pri_spt_s1_d.htm (2008); Henry Hub data also from http://www.neo.ne.gov/statshtml/124_20081203.htm (2008); Bloomberg.com Energy Prices (2008-2010); U.S. Department of Energy, Energy Information Administration, *Residual Fuel Oil Prices by Sales Type*, PADD II, http:/pronto.eia.doe.gov/dnav/pet/pet_pri_resid_dcu_nus_m.htm.

National Indices of Price Inflation

1970-2010 ANNUAL RATE OF INFLATION

Year	Gross Domestic Product[a,r]		Producer Price Index[b]		Personal Consumption Expenditures[c,r]		Consumer Price Index[d]	
1970	24.34	5.3%	36.9	3.7%	23.67	4.7%	38.8	5.7%
1975	33.59	9.4%	58.4	9.2%	32.18	8.4%	53.8	9.1%
1980	47.79	9.1%	89.8	14.1%	46.64	10.7%	82.4	13.5%
1985	61.63	3.0%	103.2	-0.5%	59.88	3.3%	107.6	3.6%
1990	72.26	3.9%	116.3	3.7%	72.18	4.6%	130.7	5.4%
1995	81.61	2.1%	124.7	3.6%	82.08	2.2%	152.4	2.8%
1996	83.16	1.9%	127.7	2.4%	83.86	2.2%	156.9	3.0%
1997	84.63	1.8%	127.6	-0.1%	85.43	1.9%	160.5	2.3%
1998	85.58	1.1%	124.4	-2.5%	86.25	1.0%	163.0	1.6%
1999	86.84	1.5%	125.5	0.9%	87.64	1.6%	166.6	2.2%
2000	88.72	2.2%	132.7	5.7%	89.82	2.5%	172.2	3.4%
2001	90.73	2.3%	134.2	1.1%	91.53	1.9%	177.1	2.8%
2002	92.20	1.6%	131.1	-2.3%	92.78	1.4%	179.9	1.6%
2003	94.14	2.1%	138.1	5.3%	94.66	2.0%	184.0	2.3%
2004	96.79	2.8%	146.7	6.2%	97.12	2.6%	188.9	2.7%
2005	100.00	3.3%	157.4	7.3%	100.00	3.0%	195.3	3.4%
2006	103.23	3.2%	164.7	4.6%	102.72	2.7%	201.6	3.2%
2007	106.23	2.9%	172.6	4.8%	105.50	2.7%	207.3	2.8%
2008	108.58	2.2%	189.6	9.8%	108.94	3.3%	215.3	3.9%
2009[r]	109.73	1.1%	172.9	-8.8%	109.17	0.2%	214.5	-0.4%
2010[p]	**110.99**	**1.1%**	**184.7**	**6.8%**	**111.11**	**1.8%**	**218.1**	**1.7%**

a Gross Domestic Product Implicit Price Deflator, 2005 = 100, used in other tables to deflate residential, commercial, industrial, motor fuel and electric utility prices.

b All commodities, 1982 = 100, BLS series ID: WPU00000000.

c Implicit Price Deflator, 2005 = 100.

d All items, all urban consumers, 1982-1984 = 100, BLS series ID: CUUR0000SA0.

p Preliminary estimates.

r Revised.

Source: U.S. Department of Commerce, Bureau of Economic Analysis, *Economic Indicators* (March 2012) http://www.bea.gov/national/nipaweb/TableView.asp, *Survey of Current Business* (March 2012); Bureau of Labor Statistics, (March 2012), http://data.bls.gov/cgi-bin/surveymost.

PRODUCER PRICE INDEX
6.8%

Price inflation indices are a measure of how much prices have changed from year to year. Each index is the ratio of prices in a given year to the base year. Each different index is normalized to 100 in different years. See footnotes for specific years. The percentage figure is the percent change from the previous year.

Using the broadest measure of inflation, in 2010 the Gross Domestic Product index increased 1.1 percent compared to the 20 year average from 1990 to 2010 of 2.2 percent.